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ABSTRACT

Highlights are presented from a third survey of educational services provided by public radio stations to elementary, secondary, and postsecondary educational institutions throughout the United States for the 2-year period from September 1, 1981 to August 30, 1983. Findings presented are based on the responses of 49 stations out of the 132 stations surveyed that indicated that they provided some level of educational services. Data broken down by educational level--K-12 and postsecondary--indicate the number of stations providing programming by type of station and by region; services provided; distribution of programming; and nonbroadcast distribution. Plans for educational services are summarized for national programming, children's programming, and greatest needs. Appendices contain a survey form with a tabulation of responses, and a description of the survey methodology. Also appended are reported public radio educational services by station, examples of innovative programming or services, and a summary of educational research and evaluation studies reported in the survey. (LMM)

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PUBLIC RADIO STATIONS' EDUCATIONAL SERVICES 1982-83

A Joint Project of the
Corporation for Public Broadcasting
and the
National Center for Education Statistics

March 1984

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Preface

This study is part of a comprehensive research project supported by the Corporation for Public Broadcasting (CPB) and the National Center for Education Statistics (NCES) to monitor certain educational services provided by public radio stations to elementary, secondary and postsecondary educational institutions throughout the United States. The highlights of this survey are presented here.

This survey captures only some of the educational services provided by public radio stations. Almost two-thirds of all public radio stations are located at universities. In a sense, these radio stations may be considered educational enterprises in themselves. Frequently, students receive credit for their on-the-job training in station management, programming, and all other areas in the business of broadcasting. These stations provide an educational service not addressed by this survey, but one that is vital: the training of future broadcasters. Readers of this report should bear in mind the scope of the services that are surveyed.

Special thanks to Douglas F. Bodwell (Director), Mary Sceiford, and Meg Villarreal of CPB's Education Office and Peter Dirr (CPB/NCES Project Officer) for their valuable contributions to and unending encouragement and support of this project. Janice Ancarrow (NCES Project Officer), Brian Brightly (former Director of Educational Services, National Public Radio) and Pat Connor have also provided valuable assistance through their input into the survey design and review of the report.

Joan H. Katz
Denise E. Wood
March 1984

I. INTRODUCTION

This is a report on the results of the third survey of educational services provided by public radio stations and covers two periods -- September 1, 1981 to August 30, 1982 and September 1, 1982 to August 30, 1983.

The Corporation for Public Broadcasting (CPB) and the National Center for Education Statistics (NCES) jointly fund a long-range research effort to document and report the educational services provided by all public broadcasters. This public radio study represents half of the 1982-83 effort, which includes a separate survey of educational services offered by public television stations.

Stations were asked to describe 1982-83 and 1981-82 educational programming and services. The survey is composed of five parts:

K-12 Services Retrospective (9/1/81 through 6/30/82)
Current K-12 Services (9/1/82 through 6/30/83)
Postsecondary Services Retrospective (9/1/81 through 6/30/82)
Current Postsecondary Services (9/1/82 through 6/30/83)
Future Educational Services

This design covers changes that occurred over the five years since the last survey administration in 1978-79 as well as changes in the past year. The report highlights some of the data collected; many other findings were considered inconclusive, often due to the low number of responses to particular items. Appendix A contains the filled-in survey form for those interested in some of the questions not addressed in this report.

The survey mailing was based on the results of a screener survey which was jointly administered by CPB and National Public Radio. Of 132 stations which were sent the Educational Services Survey instrument, 49 indicated that they provided some level of educational services (see Appendix B for complete survey methodology). The analyses in this report are based on the number of stations that indicated providing a service in a given year. Not all stations offered both levels of programming in both years.

Where possible, comparisons are made between the findings of this year's survey and the Study of Public Radio Stations' Educational Services 1978-79 published by CPB. Comparisons are limited by changes which were made in this year's survey instrument.

II. HIGHLIGHTS

A. Public Radio Stations' Educational Services

Overall, public radio stations' involvement in educational services, low in 1978-79, remains low. However, the services of a small group of stations that have provided services since 1978-79 have expanded.

Thirty-seven public radio stations provided educational programming and services at the kindergarten through twelfth grade (K-12) and/or postsecondary levels in 1982-83. In 1981-82, 47 stations provided educational services, and 62 stations provided educational services in 1978-79. The table below shows what level of programming and services those stations provided:

Programming and Services	1978-79	1981-82	1982-83
K-12 Only	10	8	5
Both K-12 and Postsecondary	11	6	7
Postsecondary Only	41	33	25
TOTAL	62	47	37

1. Stations Providing Programming

Stations that reported providing K-12 and postsecondary educational programming in 1982-83 are classified by type and region in the following tables, and are compared to the total 1982-83 universe of CPB-qualified public radio stations.

1982-83 PROVIDERS OF EDUCATIONAL PROGRAMMING
BY TYPE

	Universe	82-83 Providers	Percent of Universe
COMMUNITY	69	4	6
K-12		(1)	(1)
Postsecondary		(3)	(4)
UNIVERSITY	157	22	14
K-12		(1)	(1)
Postsecondary		(22)	(14)
LOCAL AUTHORITY	21	8	38
K-12		(7)	(33)
Postsecondary		(4)	(19)
STATE AUTHORITY	9	3	33
K-12		(3)	(33)
Postsecondary		(3)	(33)
TOTAL	256	37	14

In terms of raw numbers, most of the stations providing K-12 educational programming are local authority stations (e.g., licensed to school boards), and most of those providing postsecondary educational programming are university stations, a pattern which might be expected.

In terms of proportions among types of stations, however, the picture is different. Only 33 percent of all local authority stations provide K-12 programming, which means that two-thirds provide no educational programming at that level. Likewise, only 14 percent (22 out of 157) of university stations provide any postsecondary programming.

On the other hand, state authority stations represent only 4 percent of the total universe, but a larger proportion (33 percent) of state authority stations offer postsecondary programming compared to the other types of stations (4 percent of community stations, 14 percent of university stations, and 19 percent of local authority stations). Furthermore, one-third of state authority stations offer K-12 programming, a proportion matching that of the local authority stations. Thus, even though state authority stations represent the smallest group of stations, greater proportions within this group are involved in educational programming.

1982-83 PROVIDERS OF EDUCATIONAL PROGRAMMING
BY REGION

	Universe	1982-83 Providers	Percent of Universe
Central	90	17	19
K-12		(6)	(7)
Postsecondary		(15)	(17)
South	61	10	16
K-12		(4)	(7)
Postsecondary		(9)	(15)
West	68	8	12
K-12		(2)	(3)
Postsecondary		(6)	(9)
East	35	2	6
K-12		(0)	(0)
Postsecondary		(2)	(6)
Outlying*	2	0	0
K-12		(0)	(0)
Postsecondary		(0)	(0)
TOTAL	256	37	14

* Outlying stations include two stations in Puerto Rico.

A little over half of stations providing educational programming (21 out of 37) are located in the Central region of the United States. Even though there are one-third fewer stations in the South region, about the same proportions of stations as in the Central region offer both K-12 and post-secondary programming. There is little activity in the West or the East.

B. K-12 Educational Services

Less than two-thirds of the number of stations serving K-12 audiences in 1978-79 reported providing services in 1982-83 (12 vs. 21). However, 8 of the 12 (67 percent) 1982-83 providers had an active service in 1978-79.

In 1978-79, only a little over half of the stations provided additional instructional services such as ancillary materials and utilization services to accompany their K-12 programming. By contrast, in 1982-83 almost all of the stations with a K-12 service provide those services. Two-thirds of these stations have been operating a K-12 service since at least 1978-79. The number of years that they have been distributing K-12 programming combined with their provision of additional instructional materials is a significant measure of these stations' commitment to providing an educational service at the K-12 level.

SERVICES PROVIDED

	1978-79	1981-82	1982-83
K-12: programming only	10 (48%)	5 (36%)	2 (17%)
K-12: programming and services	11 (52%)	9 (64%)	10 (83%)
TOTAL	21	14	12

1. 1981-82 Distribution of Programming

The number of stations providing broadcast distribution of elementary and secondary series decreased at both levels between 1978-79 and 1981-82. The number of stations distributing elementary series by broadcast dropped from 21 to 12, but the average number of elementary series remained fairly constant, 21 in 1978-79, and 20 in 1981-82.

The change at the secondary level was more dramatic. In 1981-82, one-third as many stations (7 vs. 21) distributed almost twice as great an average number of secondary scho series (17 vs. 9) as was reported in 1978-79.

BROADCAST DISTRIBUTION OF K-12 SERIES

	Number of Stations	Average # of Series
Elementary		
1978-79	21	21
1981-82	12	20
Secondary		
1978-79	21	9
1981-82	7	17

This year's survey marked the first time that information on nonbroadcast distribution was collected. Nonbroadcast distribution is as strong as reported use of broadcast distribution.

NONBROADCAST DISTRIBUTION OF K-12 SERIES
1981-82

	Number of Stations	Average # of Series
Elementary		
Audio-cassette	8	24
SCA	3	21
Secondary		
Audio-cassette	5	18
SCA	2	12

Of the 14 stations distributing elementary or secondary series in 1981-82, 5 used broadcast distribution exclusively. Of the 9 stations using nonbroadcast distribution, 6 distribute nearly equal numbers of series by broadcast and nonbroadcast, 1 uses nonbroadcast distribution exclusively, and 2 distribute more series through nonbroadcast modes than by broadcast.

2. Production (1981-82)
Almost three-quarters (10 out of 14) of the stations providing K-12 programming and services in 1981-82 were involved in the production of K-12 radio series, producing a reported total of 29 series.

3. K-12 Audiences (1981-82)
Nine stations estimated that about one-quarter of their potential student audiences were actually using the programming and services they offered in 1981-82.

	POTENTIAL		ACTUAL	
	Public	Private	Public	Private
Districts	517	1	182	1
Buildings	5,043	1,291	2,286	150
Teachers	164,073	8,853	16,755	500
Students	1,532,135	290,977	475,576	23,000

4. Utilization Services (1982-83)
The 12 stations that provided K-12 programming and/or services in 1982-83 reported providing the following types of utilization services:

	Number	% of Stations Providing K-12 (N=12)
School visits	7	58
Workshops	7	58
Newsletters/Updates	5	42
Presentations	5	42
Program Promotion	2	17
Teleconferencing	2	17

C. Postsecondary Services

Thirty-two stations provided postsecondary educational radio programming and/or services in 1982-83, a drop from 39 in 1981-82 and 52 in 1978-79.

	SERVICES PROVIDED		
	1978-79	1981-82	1982-83
PS: programming only	38 (73%)	32 (82%)	25 (78%)
PS: programming and services	14 (27%)	7 (18%)	7 (22%)
TOTAL	52	39	32

1. Formal Series
Although fewer stations provided formal postsecondary programming in 1982-83 (17) compared to 1981-82 (29), the average number of series broadcast is on the rise, averaging 2 series per station in 1978-79, 3 in 1981-82, and 4 per station in 1982-83.

Of all formal postsecondary titles mentioned by stations, a few titles were cited by more than one station. These series (and the number of stations listing the title) were:

1981-82	1982-83
Topic Music (5)	Topic Music (3)
World of F. Scott Fitzgerald (3)	You and the Law (3)
Options in Education (2)	
Chesapeake Bay (2)	

Other titles were listed just once, and for the most part were locally produced.

2. Informal Series

Slightly more stations broadcast informal postsecondary programming in 1982-83 (15 stations) compared to 1981-82 (14 stations). Although both years show less activity than the 32 stations broadcasting informal series in 1978-79, the average number of informal postsecondary series distributed for each of the years 1981-82 and 1982-83 was 4.5, greater than the average of less than 3 for 1978-79.

As with formal series, a small number of informal series were listed by more than one station.

1981-82	1982-83
Options in Education (3)	A Note to You (3)
A Question of Place (3)	About Books and Writers (2)
World of F. Scott Fitzgerald (2)	

Several series appear both on the formal series list and the informal series list, indicating that different stations may use the same series to meet different programming needs.

3. Services Provided to Colleges

Stations have established liaison with 86 out the 441 colleges and universities they reported in their coverage areas. Some of the services provided to colleges are:

	Number of Stations	% of Stations Responding (N=24)
Instructional radio previews	6	25
Program information	4	17
Program promotion	3	13
Program evaluation	2	8

D. Future Educational Services

Stations that provided programming at the K-12 and/or postsecondary level during either of the two periods covered by the survey (N=49) indicated their plans for providing educational programming in the future.

1. National Programming

In indicating their interest in using national programming for children and for adults that might become available in the next two years, more stations (28) planned to use informal postsecondary programming compared to formal postsecondary programming (16) and more stations were interested in informal K-12 programming (23) compared to formal K-12 programming (6). Thus, educational programming of an informal nature, with its appeal to general audiences, is more popular at both the K-12 and postsecondary levels compared to programming for in-school or in-college use.

2. Children's Programming

Over half (27) of the stations currently offering educational programming reported that they would use a "Children's Block" of children's and family radio programming if one were made available. A large group of these stations (12) indicated the family as a preferred target group, rather than a specific age group. This reinforces the apparent interest in informal programming noted above and suggests that stations are concerned primarily about attracting a "general" audience, and less interested in targeted programming.

3. Greatest Needs

Funding topped the list of concerns indicated by 30 stations as the greatest concerns for providers of educational radio programming and services over the next two years. The main issues included:

	Number of Stations Responding	% of Stations Responding (N=30)
Funding	17	57
Locate quality programming	10	33
Distribution, promotion	4	13
Promote educational programming	2	7

E. Conclusion

The results of this survey do, in fact, demonstrate that over the past five years, the number of stations offering educational programming and/or services has declined, from 62 to 37. However, compared to 1978-79, this smaller group of stations is providing greater average numbers of series and providing more support, in the form of utilization services and ancillary materials. Nine stations estimate reaching about 500,000 of the possible 1.8 million K-12 student users in their service areas, and 18 are working with one-fifth of the colleges and universities in their coverage areas to provide educational services. The small core of public radio stations that distributes educational programming appears dedicated to serving its constituents well.

APPENDIX A

Educational Services Survey Instrument

Office of Education
CORPORATION FOR PUBLIC BROADCASTING

PUBLIC RADIO EDUCATIONAL SERVICES SURVEY

Person(s) Completing This Form:

	Name	Title	Phone
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

Office of Education
CORPORATION FOR PUBLIC BROADCASTING

Public Radio Educational Services Survey

Instructions for Completing This Survey:

The purpose of this survey, as in years past, is to gather systematically a wide range of information on the educational services provided by stations and their affiliated agencies. Since the information is so broad in scope, it is likely that more than one person will be involved in providing the information for each station. For instance, within the station, information might be provided by the program manager and fiscal officer in addition to the Instructional Radio Director. Outside of the station, State Education Department or local school officials should be consulted where they are directly involved in providing the instructional radio service. If an outside agency is directly reponsible for providing that service, please forward this survey and notify Joan Katz at CPB.

We recognize that many public broadcasting entities are in the midst of change. We have designed this year's survey in a way that will reflect those changes, and to allow for the most current and valuable profile of public radio's educational services.

This survey consists of three sections, maximum. If your station responded to our CPB/NPR screener last April, you will only be receiving those sections, based on your screener response, that are applicable to you.

SECTION I requests retrospective and current information on K-12 programming and/or services provided to schools and the personnel who are providing those services.

SECTION II requests retrospective and current information on post-secondary programming and/or services provided to colleges and universities and the personnel who are providing those services.

SECTION III deals with your future plans/recommendations for K-12 and/or post-secondary educational radio services. All respondents are requested to complete Section III.

If you have any questions concerning definitions which follow, or if you need clarification of questions asked, please call Joan Katz, Office of Education, Corporation for Public Broadcasting, (202) 293-6160.

Please complete this survey no later than December 13, 1982 and return to :

Joan Katz
Corporation for Public Broadcasting
1111 16th Street N.W.
Washington, D.C. 20036

(over)

Definitions:

For purposes of this study, educational radio series and services will be defined by the audiences they serve. We are asking you to report non-broadcast (which includes cable audio, SCA, audio cassettes, etc.) as well as broadcast series and services.

1. A. Formal Elementary/Secondary (K-12) are those series and services which are used in-school, during school hours, on days when school is in session.

   B. Informal Elementary/Secondary (K-12) are those series and services which are usually used in the home vs. school, aimed at general learning objectives, provide little or no feedback to the listener yet are instructional in nature. This category includes children/family radio series. **This category is only to be used for answering questions in Section III.**

2. A. Formal Post-secondary are those series and services which are aimed at specific instructional objectives, are usually used in organized learning environments, provide feedback and/or credit to the listener and are frequently accompanied by learning materials. This category encompasses credit and non-credit courses including in-service and continuing professional education.

   B. Informal Post-secondary are those series and services which are aimed at general learning objectives, are usually used in the home, provide little or no feedback to the listener yet are instructional in nature. "How-to" programs (e.g. yoga, gardening, antiques) are included in this category.

Some series can fall between categories or can be assigned to one category or another depending on what use is made of them. For example, Options in Education was intended for general use. However, because of the development and availability of ancillary materials it might be used by some as a formal post-secondary course. Colleges might require students to listen to Options in Education as a supplement to a classroom course. In this case, stations should consider it a formal post-secondary series.

Note: In the event that a series is being used in both formal and informal settings, consider it as a formal series. Do not report entries twice.

CORPORATION FOR PUBLIC BROADCASTING
Public Radio Educational Services Survey

SECTION I: K-12 SERVICES RETROSPECTIVE

****** Answer for period September 1, 1981 through June 30, 1982 ******

(Please print or type all responses)
N=49

A. Which K-12 instructional services did you provide during 1981-82? (Check one)

a. 5 Programming only
b. 9 Programming & other services
c. 35 None (go to next section)

B. Distribution of K-12 Instructional Radio Series N=14

1. Circle the lower and upper grade limits of the K-12 instructional radio series you distributed by broadcast during 1981-82.

K - 1 - 2 - 3 - 4 - 5 - 6
7 - 8 - 9 - 10 - 11 - 12

2. Circle the lower and upper grade limits of the K-12 instructional radio series you distributed by non-broadcast during 1981-82, if any.

K - 1 - 2 - 3 - 4 - 5 - 6
7 - 8 - 9 - 10 - 11 - 12

3. Indicate the number of K-12 instructional radio series you distributed in 1981-82 by level and mode: N=14

		MODE			
LEVEL	TOTAL	Broadcast	Cable	SCA	Audio Cassette	Other
Elementary	308 (13)	233 (12)	0 (0)	61 (3)	192 (8)	0 (0)
Secondary	137 (8)	121 (7)	0 (0)	24 (2)	92 (5)	0 (0)

4. Were any of the K-12 instructional series you provided during 1981-82 interactive with or adaptable to other telecommunication technologies (e.g. computers, television)?

1. 2 Yes 2. 11 No

If Yes, please explain: television (2)

C. **Production of K-12 Instructional Radio Series**
If your station produced K-12 instructional radio series during 1981-82, please complete the following:

Series Title	Number/ Programs	Length/ Programs (Minutes)	Subject Matter Area	Grade Level	Broadcast, Non-broadcast, or both?
Total of 29 series	Average	ranged	wide variety:	ranged	broadcast (18)
named by 10 stations	of 28	from	music (7)	from	both (10)
	programs/	10 - 90	lang. arts (7)	K to 12	no answer (1)
	series	minutes	soc. studies (5)		

D. **Ancillary Materials for K-12 Instructional Radio Series** N=14

1. Were curriculum materials (e.g. Teacher Guides, Student Workbooks) available for any of your 1981-82 K-12 instructional radio series? 1. 10 Yes 2. 2 No

   If No, go question E 1.

2. Indicate number of 1981-82 K-12 instructional radio series for which teacher materials were available: N=10

   a. Directly from station a. 274 (7)

   b. From another agency (e.g. SEA, LEA) for schools in your coverage area? b. 2 (2)

3. Indicate number of 1981-82 K-12 instructional radio series for which student materials were available: N=10

   a. Directly from station a. 80 (5)

   b. From another agency (e.g. SEA, LEA) to schools in your coverage area? b. 3 (3)

4. Some stations distribute guides for individual series and others distribute "combined guides" (i.e. several series described in a single guide). Please estimate the total number of K-12 guides (e.g. 2,000 or 10,000) distributed directly by station and/or by other agencies to schools in your coverage area during 1981-1982.

   N=10

   a. individual series guides a. 12,286 (6)

   b. combined guides b. 13,100 (5)

E. K-12 Audience for Instructional Radio

Please provide us with a picture of the potential and actual audience for K-12 instructional radio in your area by completing the two tables below. Count each teacher and student only once, even if some listen to more than one program. Do not report cumulative figures. If you are in an "overlapping" service area with other stations, list the overlapping stations here:

_____ _____ _____

1. Potential K-12 Audience (i.e. all units in service area)
(Use ADA —Average Daily Attendance— figures)

N=14

	Public Schools	Private/ Parochial Schools
# Districts, Dioceses or other groupings	517 (5)	1 (1)
# School Buildings	5,043 (7)	1,291 (3)
# Teachers	164,073 (7)	8,853 (2)
# Students	1,532,135 (7)	290,977 (2)

2. Estimate of Actual K-12 Instructional Radio Users in 1981-82

	Public Schools	Private/ Parochial Schools
# Districts, Dioceses or other groupings	182 (6)	1 (1)
# School Buildings	2,286 (8)	150 (2)
# Teachers	16,755 (8)	500 (2)
# Students	475,576 (9)	23,000 (3)

3. Are the K-12 instructional services you provided between September 1981 and June 1982 typical of the K-12 services you provided in previous years? N=14

1. 8 Yes 2. 5 No

If No, please describe the changes: one-time interest (1), discontinued service (1), no answer (3)

CORPORATION FOR PUBLIC BROADCASTING
Public Radio Educational Services Survey

SECTION I CONTINUED: CURRENT K-12 SERVICES

(**** Answer for period September 1, 1982 through June 30, 1983 ****

(Please print or type all responses)

F. Current K-12 Instructional Services N=49

1. Which K-12 instructional services are you currently providing in 1982-83? (Check one)

a. 2 Programming only
b. 10 Programming & other services
c. 37 None (go to next section)

2. Has financial support* for your station's current K-12 instructional service increased, stayed the same or decreased since last year (1981-82)? What has been the effect on the programming and/or services you provide?

	Increased	Stayed the Same	Decreased	N=12 % Changed
Financial Support	0	6	4	____
Programming	1	7	2	____
Services	1	6	3	____

*That is, how does the amount of revenue received for your 82-83 instructional service compare with the amount received for 1981-82?

3. If you reported a change in programming and/or services (question 2 above) describe the nature of the change :

less money (3)

G. 1. Current K-12 Instructional Personnel

At Station	At Other Agency (e.g. State Dept of Education)
Name:	Name:
Title:	Title:
Station Call Letters:	Agency:
Address:	Address:

2. At the station, is this a full-time responsibility? N=12

1. 1 Yes 2. 9 No

If No, indicate what additional responsibilities that person has. (Check all that apply)

a. 1 Post-secondary services
b. 5 Station management
c. 3 Programming
d. 3 Development
e. 3 Other _____

---

3. List the number of other K-12 instructional personnel. Include clerical. Exclude the person(s) listed in question G 1. N=9

Number of other K-12 instructional personnel employed directly by station. a. 11 (3)

Number of other K-12 instructional personnel employed by a related agency such as Broadcast Council or State Education Department. b. 37 (3)

---

4. Are utilization services available? N=12 1. 7 Yes 2. 4 No

If No, go to question G 8.

---

5. Provide number of persons from the station and/or a related agency currently providing K-12 utilization services on a full-time or part-time basis: N=7

	TOTAL	Station	Agency
Number of utilization persons Full-time	8 (3)	2 (2)	6 (1)
Number of utilization persons Part-time	15 (4)	5 (3)	10 (2)

---

6. Is an additional fee charged for utilization services? N=7 1. 2 Yes 2. 4 No

---

7. List the types of utilization services you provide: (e.g. school visits, broadcast workshops, newsletters etc.) N=7

1. school visits (7)
2. workshops (7)
3. newsletters/updates (5)
4. presentations (5)
5. program promotion (2)
6. teleconferencing (2)

8. Indicate the constituencies which you consult in K-12 instructional programming decisions. (Check all that apply)

N=12

a. 4 Station personnel only (If checked skip to question G 9)
b. 6 Curriculum content committee(s)
c. 4 General educational advisory committee (other than curriculum)
d. 6 State Department of Education personnel
e. 6 Teacher Survey
f. 4 Student Survey
g. 1 Parents
h. 2 College/university personnel
i. 1 Other (specify) _____

---

9. Indicate the constituencies which you consult in K-12 instructional scheduling decisions. (Check all that apply)

N=12

a. 2 Station personnel only (If checked skip to question G 10)
b. 4 Curriculum content committee(s)
c. 3 General educational advisory committee (other than curriculum)
d. 4 State Department of Education personnel
e. 5 Teacher Survey
f. 4 Student Survey
g. 1 Parents
h. 1 College/university personnel
i. 1 Other (specify) _____

---

10. List other K-12 educational services which your station provides to the schools (if any).

field engineering (1), production support (1), other (1)

11. Do you rent sub-channel converters to schools or individual listeners?

1. 2 Yes 2. 9 No

If Yes, list the fee per year $_____.

H. Financial Support of K-12 Instructional Service

Indicate the source(s) and intended use(s) of funds received in support of your 1982-83 K-12 instructional radio service by checking the appropriate boxes below: (Check all that apply)

N=12

SOURCE OF FUNDS	INTENDED USE OF FUNDS				
SOURCE OF FUNDS	General Support	Instructional Programming	Instructional Support Services	Print Materials	Other
Direct State Appropriation	4	3	2	2	1
State Department of Education	1	2	1	1	-
University Budget	-	-	-	-	-
Local School District(s)	4	5	5	7	1
Local School Diocese(s)	-	-	1	1	-
Other (Specify)	1	2	-	1	-

CORPORATION FOR PUBLIC BROADCASTING
Public Radio Educational Services Survey

SECTION II: POST-SECONDARY SERVICES RETROSPECTIVE

****** Answer for period September 1, 1981 through June 30, 1982 ******

(Please print or type all responses)

A. Which post-secondary educational services (formal and/or informal) did you provide during 1981-82? (Check one)

N=49

a. 32 Programming only
b. 7 Programming and other services
c. 10 None (go to next section)

B. Distribution of Post-secondary Programming N=39

1. Did you distribute (broadcast or non-broadcast) **formal post-secondary educational series** in 1981-82? (See instruction sheet for definitions).

1. 29 Yes 2. 10 No

If No, go to question B 3.

If Yes, indicate below the number of formal post-secondary series distributed in each mode.

	TOTAL	Broadcast	Cable	SCA	Audio Cassette	Other
Formal PS Series	74 (25)	68 (24)	0 (0)	5 (1)	7 (6)	0 (0)

---

2. List below the formal post-secondary series title(s) and related information.

Title of Series	Number of Institutions Offering in 1981-82 AGGREGATES 2-yr College	4-yr College	Other	Estimated Enrollment	Ancillary Materials (Y or N?)
52 different titles listed by 25 stations	13	11	3	total estimated enrollment: 4452	31 Y's

(Use additional sheets if necessary)

3. Did you distribute informal post-secondary educational series in 1981-82? (See instruction sheet for definitions). N=39

1. 19 Yes 2. 19 No
3. 1 No Answer

If No, go to question B 5.

If Yes, indicate below the number of informal post-secondary series distributed in each mode.

	TOTAL	Broadcast	Cable	SCA	Audio Cassette	Other
Informal PS Series	59 (16)	55 (14)	0 (0)	4 (1)	3 (2)	0 (0)

4. List below the informal post-secondary series title(s) and related information.

Title of Series	Ancillary Materials (Y or N?)	Number of Estimated Listeners
59 different titles listed by 14 stations	6 titles accompanied by ancillary materials	total est. listeners: 193,600

(Use additional sheets if necessary)

5. Are the post-secondary educational services you provided between September 1981 and June 1982 typical of post-secondary services provided in previous years?

1. 28 Yes 2. 5 No

If No, please describe the changes: _____

6. Were any of the post-secondary series you provided interactive with or adaptable to other telecommunications technologies (e.g. computers, television)?

1. 3 Yes 2. 27 No

If Yes, please explain: capacity for interaction with television (3)

CORPORATION FOR PUBLIC BROADCASTING
Public Radio Educational Services Survey

SECTION II CONTINUED: CURRENT POST-SECONDARY SERVICES

**** Answer for period September 1, 1982 through June 30, 1983 ****

(Please print or type all responses)

A. Current Post-secondary Educational Services

1. Which post-secondary educational services are you currently providing in 1982-83? (Check one)

N=49

a. 25 Programming only

b. 7 Programming & other services

c. 17 None (Go to Section III)

---

2. Has financial support* for your station's current post-secondary instructional service increased, stayed the same or decreased since last year (1981-82)? What has been the effect on the programming and/or services you provide?

N=32

	Increased	Stayed the Same	Decreased	% Changed
Financial Support	2	24	3	
Programming	2	24	1	
Services	0	19	2	

*That is, how does the amount of revenue received for your 82-83 instructional service compare with the amount received for 1981-82?

---

3. If you reported a change in programming and/or services (question 2 above) describe the nature of the change :

_____

_____

_____

B. 1. Current Post-secondary Personnel

At Station

Name: _____

Title: _____

Station Call Letters: _____

Address: _____

_____

At Agency

Name: _____

Title: _____

Agency: _____

Address: _____

_____

2. At the station, is this a full-time responsibility?

1. 1 Yes 2. 22 No

If No, indicate what additional responsibilities that person has. (Check all that apply)

a. 4 K-12 services

b. 13 Station management

c. 5 Programming

d. 5 Development

e. 7 Other production (3) marketing (1)

---

3. List the number of other post-secondary educational personnel. Include clerical. Exclude the person(s) listed in question B1.

Number of other Post-secondary educational personnel employed directly by station. a. 4 (3)

Number of other Post-secondary educational personnel employed by a related agency such as Broadcast Council or State Education Department. b. 2 (1)

C. Current Post-secondary Services

1. How many colleges (2- year and 4-year, public and private) are there in your coverage area?

206 (23)	235 (24)
(2-year)	(4-year)

---

2. How many of those colleges have established liason with the station?

46 (13)	40 (11)
(2-year)	(4-year)

---

3. Do you charge colleges for providing formal post-secondary series?

1. 3 Yes 2. 17 No

If Yes, what are your charges? _____

---

4. What services do you provide to colleges that you work with?

ITV preview/tapes/screening (6), newsletters/updates (6), program information (4), program promotion (3)

Public Radio Educational Services Survey

CURRENT POST-SECONDARY SERVICES (cont.)*

B. Distribution of Post-secondary Programming

1. Did you distribute (broadcast or non-broadcast) **formal post-secondary educational series** in 1982-83? (See instruction sheet for definitions).

1. 17 Yes 2. 12 No

If No, go to question B 3.

If Yes, indicate below the **number** of formal post-secondary series distributed in each mode.

	TOTAL	Broadcast	Cable	SCA	Audio Cassette	Other
Formal PS Series	62 (16)	57 (15)	0 (0)	5 (1)	1 (1)	0 (0)

2. List below the formal post-secondary series title(s) and related information.

Title of Series	Number of Institutions Offering in 1982-83 AGGREGATES 2-yr College	4-yr College	Other	Estimated Enrollment	Ancillary Materials (Y or N?)
32 different titles listed by 15 stations	10	14	20	total est. enrollment: 2,659	35 Y's

(Use additional sheets if necessary)

* Data on this page and the next page were collected by telephone.

3. Did you distribute **informal post-secondary educational series** in 1982-83? (See instruction sheet for definitions).

1. 18 Yes 2. 10 No

If No, go to question B 5.

If Yes, indicate below the **number** of informal post-secondary series distributed in each mode.

	TOTAL	Broadcast	Cable	SCA	Audio Cassette	Other
Informal PS Series	62 (17)	50 (15)	0 (0)	0 (0)	3 (1)	0 (0)

4. List below the informal post-secondary series title(s) and related information.

Title of Series	Ancillary Materials (Y or N?)	Number of Estimated Listeners
54 different titles listed by 15 stations	3 Y's	total est. enrollment: 167,933

(Use additional sheets if necessary)

CORPORATION FOR PUBLIC BROADCASTING
Public Radio Educational Services Survey

SECTION III: FUTURE EDUCATIONAL SERVICES

(Please print or type all responses)
N=49

1. During the next two years as new national programs are developed for educational radio for both children (e.g. "Empire Strikes Back") and adults (e.g. the Annenberg funded NPR series, "Global Understanding"), do you plan to use any of them? (See instruction sheet for definitions).

	K-12		POST-SECONDARY	
	Formal	Informal	Formal	Informal
Yes	6	23	16	28
No	24	9	16	4

If No, why not? local networks preferred (1), individual selections (1), need bilingual materials (1), licensee not decision maker (1)

2. Will your overall educational service (increase 16 decrease 3 stay the same 24) over the next two years? (Circle one)

If you are likely to change your distribution of educational programming over the ne: two years, indicate increase ("I") or decrease ("D") in the boxes below:

	K-12						POSTSECONDARY					
	Formal			Informal			Formal			Informal		
	I	S	D	I	S	D	I	S	D	I	S	D
Broadcast	4	32	6	6	35	1	12	27	3	13	29	0
Cable	2	39	1	2	39	1	4	37	1	5	36	1
SCA	3	38	1	1	40	1	2	39	1	3	38	1
Cassette	7	34	1	3	38	1	6	23	1	4	37	1
CODART	0	41	1	0	41	1	1	40	1	2	39	1
Other (Specify)	0	41	0	0	41	0	0	41	0	1	41	0

3. If a "Children's Block" (e.g. 30 minutes to three hours) of children/family radio were available, would you use it?

1. 27 Yes 2. 7 No

If No, skip to question 5.

---

4. Indicate your scheduling and target group preferences for a "Children's Block." (Check all that apply)

Preferred Amount of Time			Preferred Day Part			Preferred Target Group	
Per Day		Per Week	Weekday		Weekend*	Age	
10	0 - 1 hour	3	0	Early morning	5	0	2 - 4 yrs
4	1 - 2 hours	6	6	Mid-morning	7	4	5 - 7 yrs
1	2 - 3 hours	8	2	Mid-afternoon	0	4	8- 12 yrs
___	4 or more hours	5	5	Late afternoon	2	0	13-18 yrs
			5	Prime-time	1	12	Family

* If you checked weekend, indicate here Saturday or Sunday: _____

---

5. During the next two years, the greatest needs or problems facing those who provide educational radio programming and services will be:

a. funding (17), locate quality programming (10), distribution/promotion (4), promote educational programming (2)

b. _____

c. _____

d. _____

INNOVATIVE EDUCATIONAL PROGRAMMING OR SERVICES

If your station is providing unusual or innovative educational programming or services, please describe your work on this page. For instance, one station is experimenting with CODART to provide programming on a pay-per-program basis. Other stations have developed community education programs with talkback or call-in components. Let us hear what you are doing!

See Appendix D

Person to contact
for more information: _____

Station Call Letters
Or Network Designation: _____

Address: _____

_____

EDUCATIONAL RESEARCH AND EVALUATION STUDIES

If your station (or others) has conducted recent research or evaluation studies on the use, impact or effectiveness of educational programs or services (broadcast or non-broadcast) in your area, please list the titles of the reports of any such studies on this page and send us a copy. Thank you.

See Appendix E

Person to contact
for more information: _____

Station Call Letters
Or Network Designation: _____

Address: _____

_____

APPENDIX B

Methodology

METHODOLOGY

A. The Screener

In the spring of 1982, both CPB and National Public Radio (NPR) were planning separate data collection activities. In order to reduce the number of surveys that stations are asked to fill out each year (especially those asking similar questions), CPB and NPR cooperated in developing a survey instrument to meet both of their data collection needs.

The joint CPB/NPR instrument was designed to serve two purposes:

1) To act as CPB's "screener" survey for this study of Public Radio's Educational Services to determine which stations were providing educational programming and services in 1982.

2) To assist NPR in exploring the feasibility of a radio/audio adult learning service.

In April 1982 NPR mailed the screener instrument to its member stations which included 238 of the 256 public radio stations across the country. Since 18 other CPB qualified public radio stations were not NPR members (and therefore were not on NPR's mailing list) they did not receive the screener instrument. Of the 238 stations who received the screener, 212 responded, a 90% response rate. Of the responding stations, 60 (28%) reported that they provided some educational services.

SCREENER RESPONSES: N=238

60	**Provided services in 1982**
26	Did not respond to screener
28	Did not provide educational services in 1983, but did provide in 1978
124	Did not provide educational services in 1978 or 1982
238	Working Screener Universe
+18	Stations not sent screener (because they were not NPR members)
256	TOTAL PUBLIC RADIO UNIVERSE

CPB used the results of the screener to identify which stations could provide the detailed information about educational services collected on the Public Radio Educational Services Survey. The survey instrument was sent to a total of 132 stations, including--

a. the 60 stations that indicated that they provided educational services in 1982. This group was the main focus of the survey.

b. the 18 public radio stations that had not been sent the screener because they were not members of NPR. This was also a focus group since nothing was known about their provision of educational services.

c. the 26 stations that did not respond to the screener.

d. the 28 stations that provided services in 1978, even though they responded that they did not provide services in 1982.

The last two groups of stations were sent surveys more as a double check than with the expectation that they would prove to be providing educational services. The results of the screener allowed concentration on the stations that were most likely providing services, but also presented an opportunity to follow up some stations that might otherwise have been missed.

B. The Full Survey Instrument

The full Public Radio Educational Services Survey was redesigned from the instrument used in 1978-79 with the participation of representatives from public radio stations and members of the Education staffs at CPB and NPR.

The educational services surveys traditionally gather data about education services provided during the previous school year. This year's radio survey, however, was expanded to include both the 1981-82 and 1982-83 academic years. This enabled the capture of the most current data available in addition to the information normally gathered, thus closing the gap between periodic survey administrations.

In October 1982, the full survey and cover letter were sent to the General Manager at the group of 132 stations described in the previous section. In cases where the station had an Instructional Radio Director, he or she received the survey instrument and cover letter. The cover letter described the importance of this data collection effort as the primary source of information about public radio and its relationship to education.

C. Data Collection

An automated log receipt system was developed to log and track the educational services survey returns. The log served many purposes. It documented the date each services survey was received by CPB, showed a summary of the services each station offered, provided data on the station's screener response to flag any discrepancies between screener and full survey responses and showed key survey responses to the 1978-79 survey for comparison. The log also allowed the weekly generation of status reports to determine which stations had not returned surveys and thus required some form of follow-up.

D. Follow-up

In December, mailgrams were sent to remind general managers that their surveys were due. A copy of the mailgram was sent to the Instructional Radio Director where one existed.

Early in February, lists were generated from the automated log of stations that had not returned their survey forms. Telephone follow-ups to nonrespondents began 2/17/83 and continued through late April. A telephone follow-up form was designed that recorded the station's screener response and any other available relevant information in order to have as much information as possible when the telephone call was placed.

In late April, 23 additional data-gathering telephone calls were made to stations whose survey forms showed that they provided postsecondary programming and services for the current 1982-83 year. The telephone calls were made in order to obtain specific titles of educational series broadcast that year.

E. Response Rates to the Public Radio Educational Services Survey

The response rates for the two primary target groups (those stations that had responded on the screener that they provided services and those stations that had never been sent the screener) were over 80 percent. Responses of "No Services Provided" were determined for the 12 nonresponding stations in those two groups and 34 stations in the other two groups based on those stations' responses to three other surveys: the 1982 financial survey, the CPB/NPR screener, and the 1978-79 services survey.

The following table shows that the CPB/NPR screener was effective in winnowing out stations that provide educational services. Of those that indicated on the screener that they provided services, 68% percent confirmed that response on the educational services survey. Only a few stations that provided educational services fell into each of the other screener response categories.

Response Rates

	SCREENER RESPONSE			
	"Provide Services"	Did not Receive	Did not Respond	"Do Not Provide Services" (but provided in 1978)
Total # in category	60	18	26	28
Responded to educ'l services survey	49	17	14	7
Response rate	82%	94%	54%	25%
# responding "Provide Services"	41	2	3	3
% in category providing services	68%	11%	12%	11%

F. Data Preparation

All survey responses were subjected to visual-manual review as the questionnaires were received. In the case of a questionable response, the respondent, identified by name on the survey instrument, was contacted by telephone for clarification or additional information.

The survey's 320 variables were worked into a file, using the flow of questions in the survey instrument as a basis for the structure of the file. Alphanumeric fields were created as appropriate. Responses were mostly of the forced-field type, for which standard default codes were created. Fractions were converted to floating point decimal numbers. For responses given as ranges, the midpoint of the range was entered on the file. Responses to open-ended questions were entered using comprehensive code lists developed by examining actual survey responses.

The coded data were keyed to tape and then compiled into a DATATRIEVE data set. Machine edits were performed on the file to ensure accurate coding and data entry.

A special section was included in this year's survey where stations were asked to describe 1) any new or innovative programming they were providing and/or 2) any recent educational research or evaluation studies they had conducted. These open-ended responses were transcribed from the survey instruments and compiled onto two word processing files, one for programming and one for research. The transcriptions, identified by responding station, were then grouped by key words according to content. These data on stations' innovative programming and research appear as a separate section in this report.

G. Data Processing

Acceptable ranges were established for each of the data items in the data file. After reviewing the initial run of frequency distributions, appropriate changes were made resulting in a fully edited data file.

The DATATRIEVE software package was used for statistical data analyses. Frequency distributions were run according to pre-designed specifications. Selected data on public radio stations were integrated from other CPB data bases.

APPENDIX C

Reported Public Radio Educational Services

Reported Public Radio Educational Services

Station		1981-82 K-12	1981-82 PS	1982-83 K-12	1982-83 PS
KUAC-FM	College		x		
KMCR-FM	Phoenix		x		x
KSBR-FM	Mission Viejo		x		x
KUBO-FM	Salinas	x		x	
KVCR-FM	San Bernardino		x		
KPBS-FM	San Diego		x		x
KCSM-FM	San Mateo				x
KBBF-FM	Santa Rosa		x		
WLRN-FM	Miami	x	x	x	x
WMFE-FM	Orlando		x		x
*WKGC-FM	Panama City		x		x
WUSF-FM	Tampa		x		x
WABE-FM	Atlanta	x		x	
WFEZ-FM	Chicago	x	x	x	x
WSIE-FM	Edwardsville		x		x
WGLT-FM	Normal		x		
WSSR-FM	Springfield	x	x	x	x
WIAN-FM	Indianapolis		x		x
KCCK-FM	Cedar Rapids		x		x
KHCC-FM	Hutchinson		x		
WMUW-FM	Wichita		x		x
WBJC-FM	Baltimore		x		
WGBH-FM	Boston		x		x
WAUS-FM	Berrien Springs	x			
WFUM-FM	Flint	x		x	
KUMD-FM	Duluth		x		x
KUOM-AM	Minneapolis		x		x
KBFL-FM	Buffalo			x	x
KSOZ-FM	Pt. Lookout		x		x
KIOS-FM	Omaha	x			
WBFO-FM	Buffalo		x		x
WVSP-FM	Warrenton	x			
WOBE-FM	Columbus	x		x	
*WOSU-FM	Columbus		x		x
WYSO-FM	Yellow Springs		x		
KBPS-FM	Portland	x		x	
WSCI-FM	Mt. Pleasant	x	x	x	x
WLTR-FM	Columbia	x	x	x	x
WUOT-FM	Knoxville		x		x
KERA-FM	Dallas		x		
KUSU-FM	Logan		x		x
KBYU-FM	Provo		x		x
WHRO-FM	Norfolk		x		x
WRFK-FM	Richmond		x		
WGTD-FM	Kenosha		x		x
WERN-FM	Madison	x	x	x	x
WHA-AM	Madison		x		x

* indicates response was weighted

APPENDIX D

Innovative Programming

INNOVATIVE EDUCATIONAL PROGRAMMING OR SERVICES REPORTED IN THE PUBLIC RADIO EDUCATIONAL SERVICES SURVEY 1983

The Public Radio Educational Services Survey included a special form that invited respondents to describe any unusual or innovative educational programming or services they were providing. The transcribed responses, arranged alphabetically by state and including the name of the person to contact for further information appear below:

KUBO, Salinas, CA/Kathleen Fitzgerald

KUBO is currently producing a children's program in Spanish aimed at the 5-10 year old audience primarily, although responses have indicated that the program has a family appeal. The taped portion of the program "Jardin Infantil" is one-half hour long. Format includes games accompanied by music, discussions, poetry, and short stories using a variety of children's and adult's voices. The taped portion is supplemented on Saturday morning with a live show involving riddles, live call-in response, popular songs and live stories.

WPFW-FM, Washington, DC/Arthur Cromwell, Program Director

WPFW uses call-in components for many of our community education programs: consumer information, import-export business, legal services.

WABE, Atlanta, GA/Reva G. Ezell

All instructional programs are aired via SCA -- closed circuit to the Atlanta Public Schools. SCA receivers in APS classrooms allow listeners to hear instructional series or main channel programs.

WBEZ, Chicago, IL/Joseph Bechina

AUDIO JAM LIVE - Saturday, 8:00 a.m. - 120 minutes. Description and support materials are on file at CPB.

KBPS, Portland, OR/Colleen Shaffer

Three KBPS Broadcast Productions For Children:

I. NEWS CAPSULES - A twice-weekly series of news broadcasts to the classroom originally planned for hearing impaired children, and slower-learning youngsters, but has become of value to other student audiences. NEWS CAPSULES is a program in easier, slower language for those who find regular news reporting to be too rapid or too difficult.

It is used in regular classrooms for students in elementary school, in special education classes through high school, and extensively in the English as a Second Language (ESL) classes. It is especially valuable for those who have a hearing or language impairment. Broadcast script is available for teachers enabling students to follow along with the printed word in front of them.

II. Because of the number of Southeast Asian students in the Portland schools, the KBPS Children's Producer took a Cambodian story similar to the fairy tale of Cinderella. The story was adapted into script form and was then produced in a classroom in which Southeast Asian students constituted the predominant enrollment.

III. KBPS broadcasts a weekly program titled THE ASIAN VOICE in six tongues. It is primarily a newscast and is aired for family listening. In addition, a monthly program featuring different Southeast Asian customs and aspects of their various cultures produced. Both Southeast Asian programs while produced at KBPS are coordinated by and aired by the Southeast Asians themselves.

WHA & Wisconsin Public Radio, Madison, WI/Ralph W. Johnson

We continue to offer programs for University of Wisconsin credit on open broadcast, live and with statewide toll-free listener participation.

APPENDIX E

Research Activities

SUMMARY OF EDUCATIONAL RESEARCH AND EVALUATION STUDIES REPORTED IN THE PUBLIC RADIO EDUCATIONAL SERVICES SURVEY 1983

The Public Radio Educational Services Survey included a separate form encouraging respondents to share any recent research or evaluation studies they had conducted on the use, impact or effectiveness of educational programs or services in their area.

The transcribed responses from four licensees arranged alphabetically by state and including the name of the person to contact for further information appear below:

WABE, Atlanta, GA/Reva G. Ezell

WABE prepared and conducted its own research study in order to determine the scope of instructional radio use in the schools. The report ascertained number of listeners, preferred series, etc.

WBEZ, Chicago, IL/Joseph Bechina, Carole R. Nolan

1. Annual Survey
   This is utilized annually to update and improve the quality of programming.

2. Other Sources
   The cover page of the WBEZ Weekly Bulletin and the Superintendent's Bulletin are sources of continuous feedback.

3. Personal feedback from direct contact at presentations, conventions, and inservice training sessions.

WGBH, Boston, MA/Carol Pierson

As part of a new season of production for THE SPIDER'S WEB, we will be conducting research into the most effective way to present dramatized literature to family audiences. We will study the effectiveness of the new programs as they are distributed.

WHA, Madison, WI/Norman Webb, Mgr. Ed. Research

We do a triennial survey of use of all radio and TV programs for K-12, which is not yet completed for 1981-82. We also do random sample surveys for grades 1-2, 3-4, 5-6, 7-8 and 9-12; grades 1-6 include radio. We also do a SCA K-12 service survey.

Corporation for Public Broadcasting
1111 Sixteenth Street N.W.
Washington, D.C. 20036

$5.00